

"System and Method for Intelligent Merchandise Indicator and Product
Information Provision"

ABSTRACT OF THE DISCLOSURE

[0047] A system and method for identifying a consumer through use of a number of
5 common technologies, accessing a persistent data store of the consumer's preferences,
comparing these preferences to articles for sale which are on display in the proximity
of the consumer, and alerting the user to displayed sample products which match the
consumer's preferences. The system and method may also query an inventory
management system to determine if a matching product is in stock, as well as provide
10 for the automatic transmission of detailed product data for said matching products to
the consumer's e-mail address or other persistent computing device such as a wireless
networked personal digital assistant, web-enabled wireless telephone or an Internet
appliance.